

# PAINT FACTORY Where and How to Buy GOOD PAINT

## Insure Against Loss by DECAY

You carry Fire Insurance on your buildings. It is a good thing—you know it! However, Fires seldom occur, and you may escape altogether—the great majority do. On the other hand, Decay is Continuous! Are you insured against DECAY? Fire and Decay bring the same results—Destruction of Property. Fire is quick—Decay is slow—so slow that you don't realize the daily money loss—until too late. The money loss from Decay is far greater than that occasioned by Fire. Prevention of Decay means the use of durable protective coatings of Paint—very simple—if you use a durable Paint. The value of a Paint is determined by the number of years it will remain on a building as a durable protective coating. F. O. PIERCE COMPANY'S PAINTS prove their value in Actual Use—their use is an Insurance Policy against Loss by DECAY. Sold for Fifty Years—All Over the World. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## Prevention of DECAY

Mix Dry White Lead with Water—Brush it on a Board and let it dry—Will it remain there and protect the Surface?—You know it will not! It will Wash off—Dust off—Blow off. Do the same thing with turpentine—The Result is the same. What, then, is the one substance in Paint that binds White Lead and other Pigments to a Surface, and yields a durable elastic coating, that will protect your Property in spite of hard weather exposure? It is Linseed Oil—Oil which will change, or dry after being applied, to a Solid Elastic Film—insoluble in Water—like a rubber skin. Hence, Oil is the Life of Paint; it is the one ingredient in Paint that binds it to a Surface and so insures durability, and protection against Moisture and Decay. Linseed Oil varies; it may be good, bad or indifferent. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## Where and How to Buy GOOD PAINT

### Prevented by the Use of Linseed Oil

Linseed Oil is composed of an Oil Acid in chemical union with Glycerine. It also contains Water and Vegetable Mucilage—called "Fats." As it comes from the Oil Press, it is known as "Sold"—and Used as Pure Linseed Oil, and in this form, combined with Pigments, it is called Paint. In this form Will it make a durable Paint and insure protection against Decay? No. Why not? Because Glycerine, Water and "Fats" are the substances that make the Paint Chalk, Crack and Peel off. To insure durability, the Water and "Fats" must be removed entirely, and the Glycerine so modified that the Oil Acid will be set free. Free Oil Acid after drying, by the absorption of Oxygen from the atmosphere, is the one durable, elastic and protective principle of Linseed Oil. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## Colors and Linseed Oil

Linseed Oil—Purified—is the Life of Paint—that we have explained. However, Linseed Oil is transparent, and something more is needed—Something to cover and color the surface. White Lead, Zinc White and various Colors, all called pigments, are necessary. These, together with Linseed Oil and Turpentine, constitute what is called Paint. Will the simple mechanical admixture of these pigments and Linseed Oil result in a durable Paint? No! That is why the majority of Paints do not sustain the claims made for them: they are "Pure" perhaps, and mean well, but they fail to yield durable results when applied practically. Chemical, not mechanical, combination of Linseed Oil and Pigment is essential to secure uniform structure and keep the Pigment base of Paint from separating from the Oil. No mechanical method of mixing or grinding will accomplish this result. F. O. Pierce Company's Paints prove in actual use the scientific accuracy of the statements made above. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## Insure Your Vehicles Against DECAY

Hansom Gloss Carriage Paints are strictly varnish products—not simple mixtures of Heavy Oil Colors with Varnish. That is why they flow freely, and why vehicles painted with them have the appearance of being first painted with Color and then Varnished. One pound of "Hansom" has the bulk of a pound of fine Varnish, and will cover a greater surface than the Heavy Carriage Paints advertised as "good" because they weigh so much. The value of Carriage Paint is determined by Bulk—not by Weight. Weight means that the Varnish is Clogged with Color and its adulterants; hence, inferior working qualities and lessened durability. Hansom Gloss Carriage Paints have the Bulk of Pure Varnish—they are not clogged with color; and hence, work freely, and insure Varnish Durability. All "Hansom" Colors are Standards for Beauty and Permanency, and Cover in One Coat. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## F. O. Pierce Company's Household Enamels

A Household Necessity! Many articles in the household, from Iron Bedsteads to Chairs, are discarded, when the only thing that makes them undesirable is surface Wear and Tear—they have lost that "fresh, new look." Pierce's Household Enamels, applied by any one, will make the articles painted look New Again—and you are saved money in the bargain. Women appreciate their value, as they possess great Beauty of Color, and, further, may be used on any surface, either metal, wood, glass or porcelain. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## LAVA FLOOR PAINT

A problem solved! Have you had the misfortune to Paint a floor with a Paint that would not dry—or dried sticky—so that your Rugs were held fast—and you stayed out of that room, perhaps for a week? The problem was a floor paint that would not dry hard throughout. The problem has been solved. F. O. Pierce Company's Lava Floor Paints dry hard throughout—not on the surface only—so, if you use them, you are insured against this annoyance. Their durable qualities are remarkable, and the color effects most harmonious and beautiful. Think of a floor paint possessing a surface that will not retain dust! You can wash a floor painted with "Lava" without injury. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## F. O. Pierce Company's Varnish Stains

Every Householder uses Varnish Stains. That is why we have given our particular attention to their manufacture. The first essential is a good Varnish—one that will dry, and not remain sticky after the Stain is applied. Next in importance is Color—Color that is aglow with the beauty of costly woods, be it Mahogany, Walnut, Oak, Rosewood, Cherry, or what you will. Color that will not fade. Any one can apply these Stains successfully. To appreciate their beauty, see specimen card. JOHN W. ATKINSON & CO., Distributors For Virginia, North and South Carolina.

## A Statement in Conclusion

The foregoing statements have been made with scrupulous care, and when investigated will be found in agreement with the views expressed by the Leading Chemists and Technologists of this Country and Europe—men whose opinions cannot be purchased any more than the superior qualities of our products can be disproved. We sell Paint on Merit, and our stock of all paint materials is most complete. We have not only the Ready Mixed Paints, but also White Leads, Dry Paints, Oils, Dryers, Varnishes, Brushes, etc.—in fact, everything needed for Paint work. Our motto: "A pleased customer is our best advertisement." Write for prices and color folders. JOHN W. ATKINSON & CO., Richmond, Va.

Distributing Agents For F. O. PIERCE COMPANY. Virginia, North and South Carolina

# John W. Atkinson & Co., Richmond, - - - Virginia

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## MANY NEW ENTERPRISES IN THE NEAR-BY STATES

Some of Those Established During the Week in Virginia and Other States.

(Special to The Times-Dispatch.) CHATTANOOGA, TENN., April 7.—The new industries established in the South during the week are indicated by the following list taken from the Pradesian's verified reports. The diversification and high average of capitalization are two striking features of the week's list. Among the largest new enterprises are coal, coke and lumber companies in Alabama; cotton mill and hardware works in Georgia; electric-light plant and waterworks in Kentucky; cotton gin and land and lumber company in Louisiana; cotton compress in Mississippi; investment and mining companies in Missouri; cotton gin and lumber elevating company and copper company, mining companies and light and mill companies in Oklahoma; electric-light plant and cotton mill in South Carolina; elevator company and woodworking plants in Tennessee; cotton compress, cotton gins and lumber mills in Texas; lumber, coal and ice factories in Virginia; life factory, oil and gas and lumber companies in West Virginia. The Tradesman's list for the week, classified by States and giving the amount of capitalization, is as follows: NORTH CAROLINA. Woodworking plants. Quick-Saw mill. Hickory—\$20,000 power plant. Charlotte—\$10,000 lumber company. Wilmington—\$25,000 building and loan company. Lenoir—Bagging factory. Salisbury—Bottling works. \$10,000 manufacturing company. Allison—Saw and planing mill. Fayetteville—Warehouse company. Jackson—\$10,000 lumber company. Statesville—\$20,000 glass factory. Lenoir—Building and loan company. Winston—Broom factory. Lexington—\$10,000 desk factory. Carthage—\$10,000 mining company. Morganton—\$25,000 bottling company. Tarboro—\$10,000 lumber company. TENNESSEE. South Pittsburg—Cement works. Memphis—\$15,000 brick company. \$10,000 medicine company. \$10,000 land company. Woodworking plant. Knoxville—\$10,000 coal company. \$10,000 construction company. Johnson City—Builders supply company. VIRGINIA. Berkeley-Cement plant. Portsmouth—\$10,000 lumber company. Suffolk—\$10,000 machinery company. \$10,000 land company. Clifton—Cement company. West Point—\$10,000 ice factory. Roanoke—\$10,000 improvement company. \$10,000 lumber and mining company. \$10,000 lumber company. Norfolk—\$10,000 contracting company. Wise—\$10,000 coal and coke company. WEST VIRGINIA. Weston—\$10,000 the factory. Coal—Saw mill. Hinton—\$25,000 coal and land company. Charleston—\$10,000 oil and gas company. Alderson—\$10,000 lumber company. Charleston—\$10,000 water works. Williamson—Concrete block company.

Parkersburg—\$25,000 planing mill company. Hancock—\$25,000 lumber company. Wheeling—\$100,000 development company.

## IN BANKING CIRCLES.

### Great Activity Among Financial Institutions in the South.

Activity in banking circles in States near Richmond is shown by the weekly report of the local branch of R. G. Dun and Company, which follows: NEW NATIONAL BANK. The City National Bank of Roanoke, Va. (6152).—Capital, \$200,000. John W. Woods, president; B. P. Huff and D. M. Taylor, vice-presidents; N. W. Phelps, cashier. APPLICATIONS TO ORGANIZE. The County National Bank of Lincoln, N. C.—Capital, \$100,000. Application filed by W. E. Griggs. The First National Bank of Norfolk, W. Va.—Capital, \$50,000. Application filed by Lester G. Toney. The Talbot National Bank of Talbot, Ga.—Capital, \$25,000. Application filed by James R. Alexander, Thomson. NEW STATE BANKS, PRIVATE BANKS AND TRUST COMPANIES. The Security Savings Bank of Atlanta, Ga., filed application for charter. The Lake Park Bank of Lake Park, Ga.—Capital, \$15,000. W. S. Williams, president; J. K. White, vice-president; R. C. Knox, cashier. The Farmers' and Merchants' Bank of Tucson, Ga.—Capital, \$25,000. J. B. Simmons, president; C. A. Cooper, vice-president; D. S. Wommack, cashier. The Farmers' and Citizens' Bank of Watkinsonville, Ga.—Capital, \$25,000. Organizing. The Forsyth Bank and Trust Company, of Kernersville, N. C. (Incorporated).—Capital, \$50,000. J. Van Lindley, president; D. W. Harmon and R. S. Nelson, vice-presidents; J. M. Guyer, cashier. The Bank of Keyville, Va.—Paid capital, \$5,000. L. E. Martin, president; William Henderson, vice-president; A. B. Hanner, cashier. The Bank of Bowdoin, Va.—Capital, \$2,500. J. W. McWhorter, president; D. A. Faucett, vice-president; J. H. Kidwell, cashier. BANK ITEMS. The Bank of La Grange, N. C.—Capital, \$10,000. A. Norwood, Jr., president; Simon Wooten, vice-president; J. D. Walters, cashier. The Children Understood It. A Pittsburg widow away from home married a widow, according to Harper's Weekly. "What did they do for good?" After his marriage he telegraphed to the school of the children, a girl of fifteen. "I have now a wife. Am married. Will be home to-morrow." When the bride and bridegroom arrived the children were watching at the door, and at the sight of their future mother gave a little gasp of consternation. The second child, a boy, nudged his sister and whispered: "Say, Nell, that must have been the consolation prize that was sent."

### Appropriate.

Wittles—"Yes, the girl was from Chicago, and the man was from Boston. Brown—"What did they have at the wedding breakfast?" "Fork and beans."—Savannah Journal.

## RICHMOND'S SHOE BUSINESS GROWS

(Continued from First Page.)

amount the money realized on the shoes that were made in the factories of the two houses mentioned above as having factories of their own in Virginia and the product of the Davis Company, and the figures becoming stupendous. The shoe jobbing houses of Richmond employ nearly two hundred traveling men, besides large home forces, and they sell goods from Pennsylvania to Florida and from the Ohio to Texas, and from the Atlantic far beyond the Mississippi. There is not a town in this vast territory of any importance that is not visited by these busy and active Richmond shoe sellers. It can be truly said that the wholesale shoe men of Richmond have done more than any other men in the city to carry Richmond's commercial name and reputation to the uttermost parts. Their business has grown from small beginnings, and increased year by year, until it has reached the mammoth proportions indicated above, and the shoe business of Richmond is still growing. The increase for the past year over the previous twelve months was thirty-five per cent. The traveling men are invading new territory, and Southern retail merchants who five years ago did not know that Richmond had such a thing as a wholesale shoe house are now making all of their purchases of footwear in this city. Looking to Factories. This vast business in shoes has naturally put men to thinking, and they are reaching the conclusion—have reached it, in fact—that if Richmond can sell so many shoes in a year, there is no good reason on earth why Richmond should not manufacture the bulk of the shoes she sells, and thus keep all the "trimmings" at home to help build up the greatest city in the South. The "trimmings" of a big shoe store are simply immense. It has to employ a great many skilled workmen, who get good wages, and these workmen, most of them having families, live in the shoe store, and there is no telling how much money goes in a year from their hands into the coffers of the grocery stores, the dry goods stores and all the other kinds of stores. And these people have to live in houses, too, which they either build or rent. They make good citizens—the very best kind of the model town of Brockton, Mass., for proof of this statement. And it is true that the eye of the manufacturer is turning toward Richmond, and the eye of the jobber is turning toward big Richmond factories. As already stated in these columns, the Davis Shoe Company has leased the large industrial building at the foot of Twelfth Street, and they are now installing their machinery, and by the middle of this month will commence the manufacture of shoes on a large scale in that building. The Davis Company is backed by unlimited capital, and there can be no doubt of the fact that they are going to build up here a tremendous business. The Times-Dispatch has been informed within the past few days by prominent manufacturers that at least two New England capitalists have been making inquiry of Richmond with a view to coming here to manufacture shoes. The very best looking shoe factory already operating a shoe factory at Summit, N. H., and are making with

wonderful success. That company is now building a magnificent warehouse on Broad Street, in this city, which will be an up-to-date establishment in all particulars, and when they bought the ground there for the purpose they bought much more than the warehouse will cover, and it is almost certain that they have in view the erection of a factory building also. Only two days ago the announcement was made officially that the Putney Company will, as soon as their warehouse is completed, move their entire plant from Manchester to this side of the river, where they will have superb facilities for the transaction of the immense jobbing business. This factory has been enlarged from time to time in order to meet the growing demand for its popular brands, especially the "Kenmore" shoe, until it has reached its limit, and this enterprising firm have now completed their plans for the immediate erection in Manchester, just across the river, of another factory, which will increase their output by several thousand pairs per day. Appreciating a good thing when they knew they had it, the Wingo, Ellett & Crump Company entered the trade-mark "Kenmore," and the merit of this popular price shoe, together with liberal advertising and vigorous pushing by their sales army of good drummers, have combined to make the shoes popular not only throughout the South, but in many sections not heretofore considered tributary to the great Richmond market. When the Manchester factory is completed the "Kenmore" shoes will be made there and the Fredericksburg factory will be devoted entirely to the manufacture of the company's other famous brand, known to the trade as the "Tunt Club." This is a higher priced shoe, and retails for \$2.50 and \$3. Numerous advances in the prices of shoes was anticipated by the Wingo, Ellett & Crump Company, and their contracts were placed making months ago. A share of your patronage is solicited. In consequence of this advanced preparation, they claim to be selling shoes for less than the New England factories can produce them. Both leather and shoes have an upward tendency, and it is generally believed that shoes will be much higher six months from today than the prevailing prices.

Original Ideas in Painting. And a knowledge of color harmony count for a good deal in painting and decorating a house. We would be glad to show you how your house can be made different from the common place by plain, inexpensive decorations. We also do stucco relief in plaster and carton-pierre. All branches of our House Painting and Decorating Work are combined with experience and artistic judgment.

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